

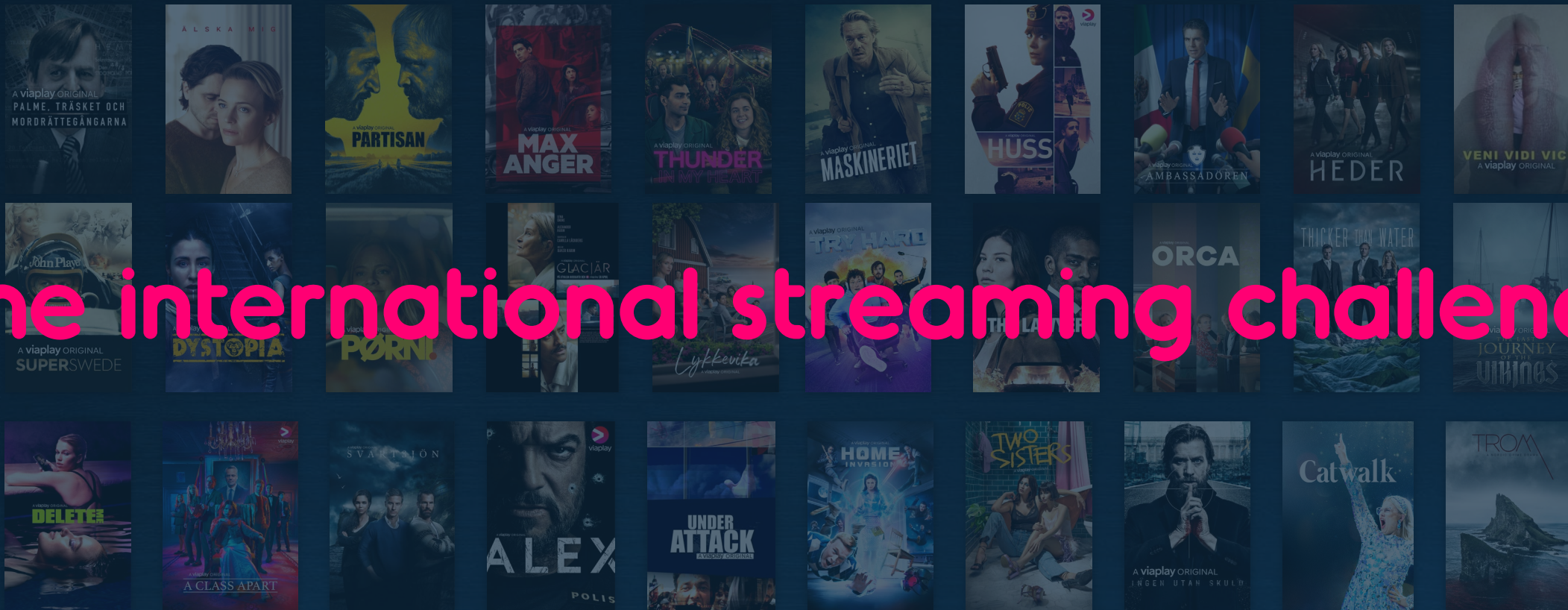
The background is a dark blue field filled with a dense, swirling cloud of bright blue and white particles, resembling a nebula or a digital data stream. On the right side, there is a large, glowing blue arch that frames a vertical rectangular opening, creating a tunnel-like effect.

The next chapter of the international expansion story

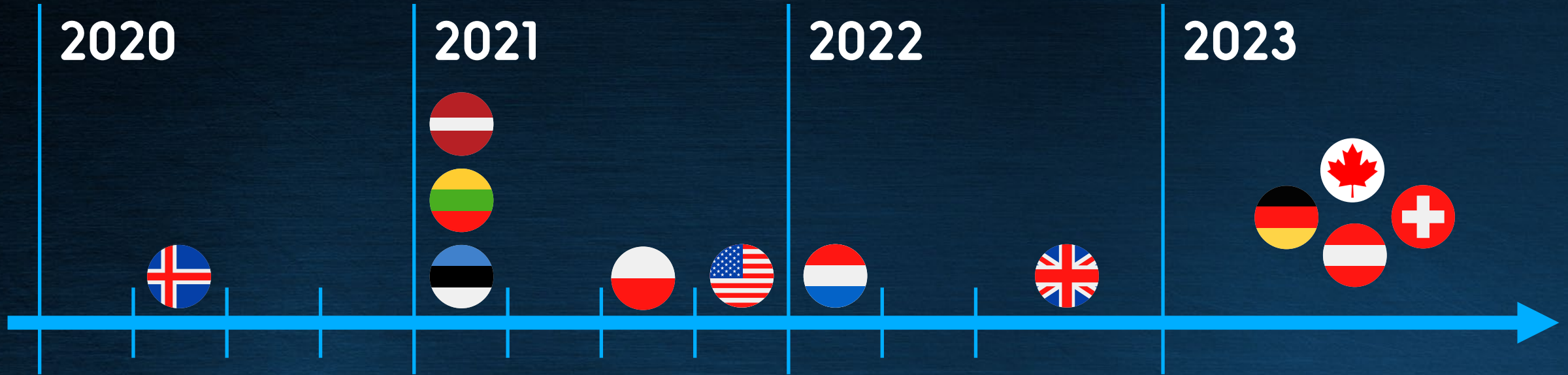
Anders Jensen, President & CEO



The international streaming challenger



Launching 7 new markets by the end of 2023



Playing to our strengths



Alternative models



Broad



Specialised



Our success factors



Bringing the best of Nordic Storytelling

Clear synergies with Nordic business

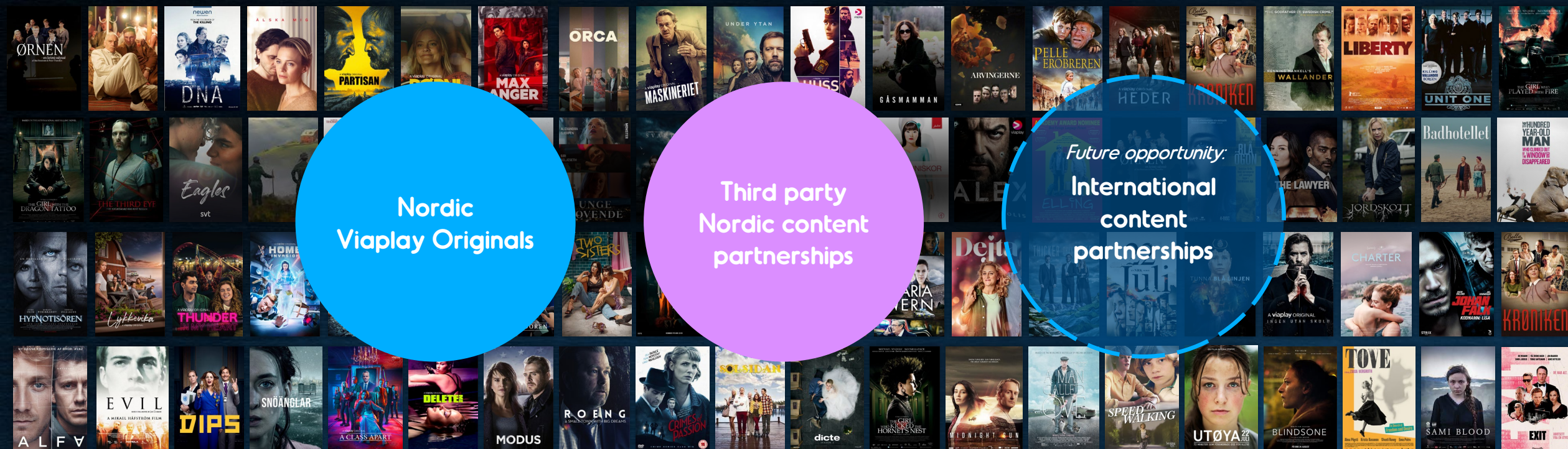
Powerful local partnerships

Option to add sports & other content categories



We bring the Best of Nordic Storytelling

ILLUSTRATIVE



Nordic
Viaplay Originals

Third party
Nordic content
partnerships

Future opportunity:
International
content
partnerships

ILLUSTRATIVE

Announcing 5 new markets



H2 2022



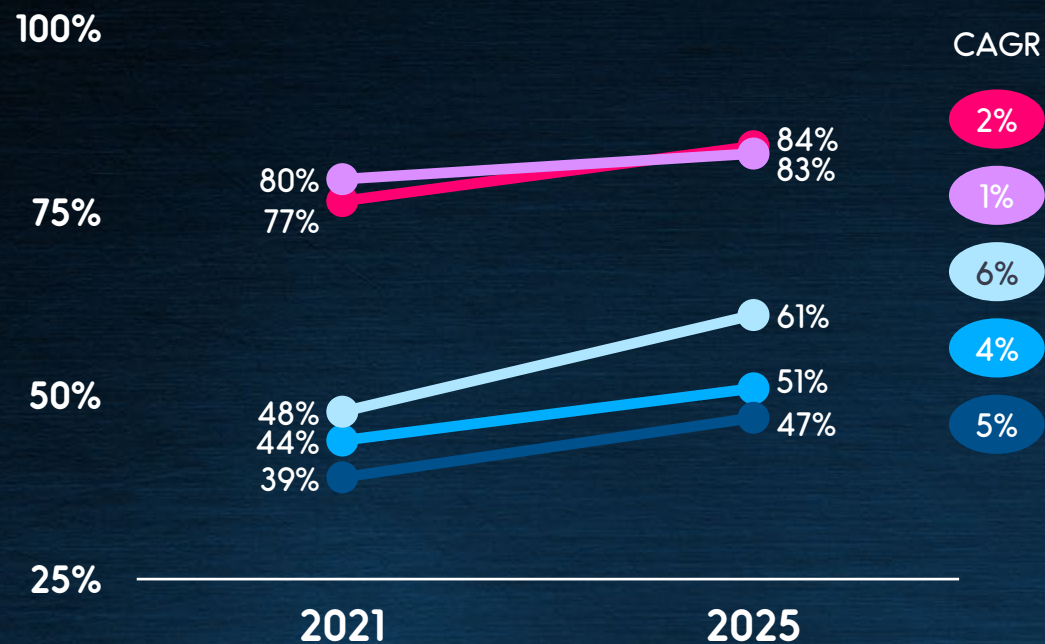
2023



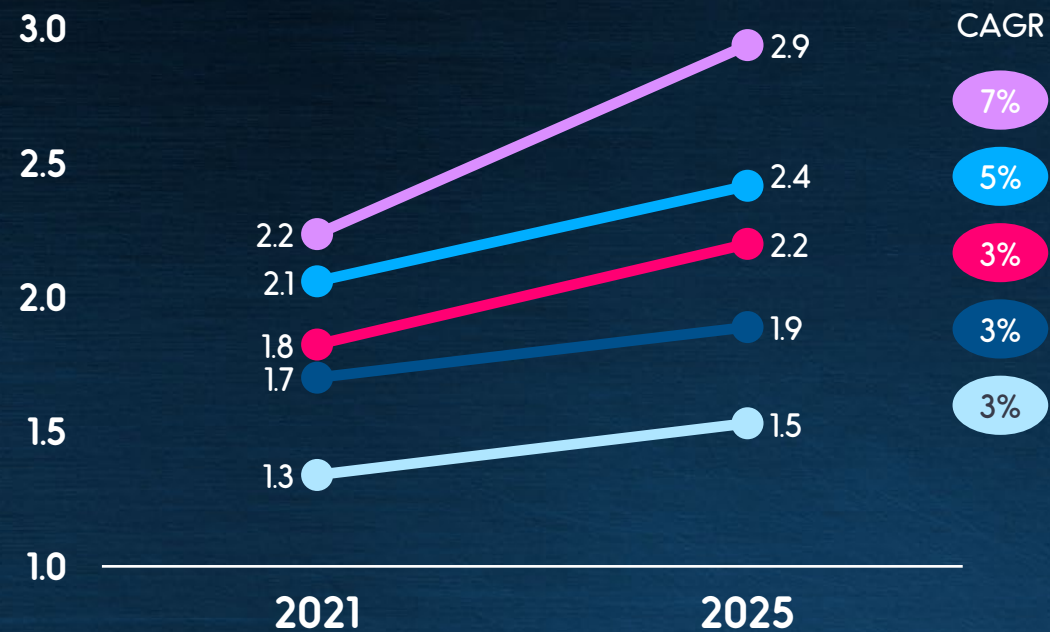
Market profiles



SVOD household penetration

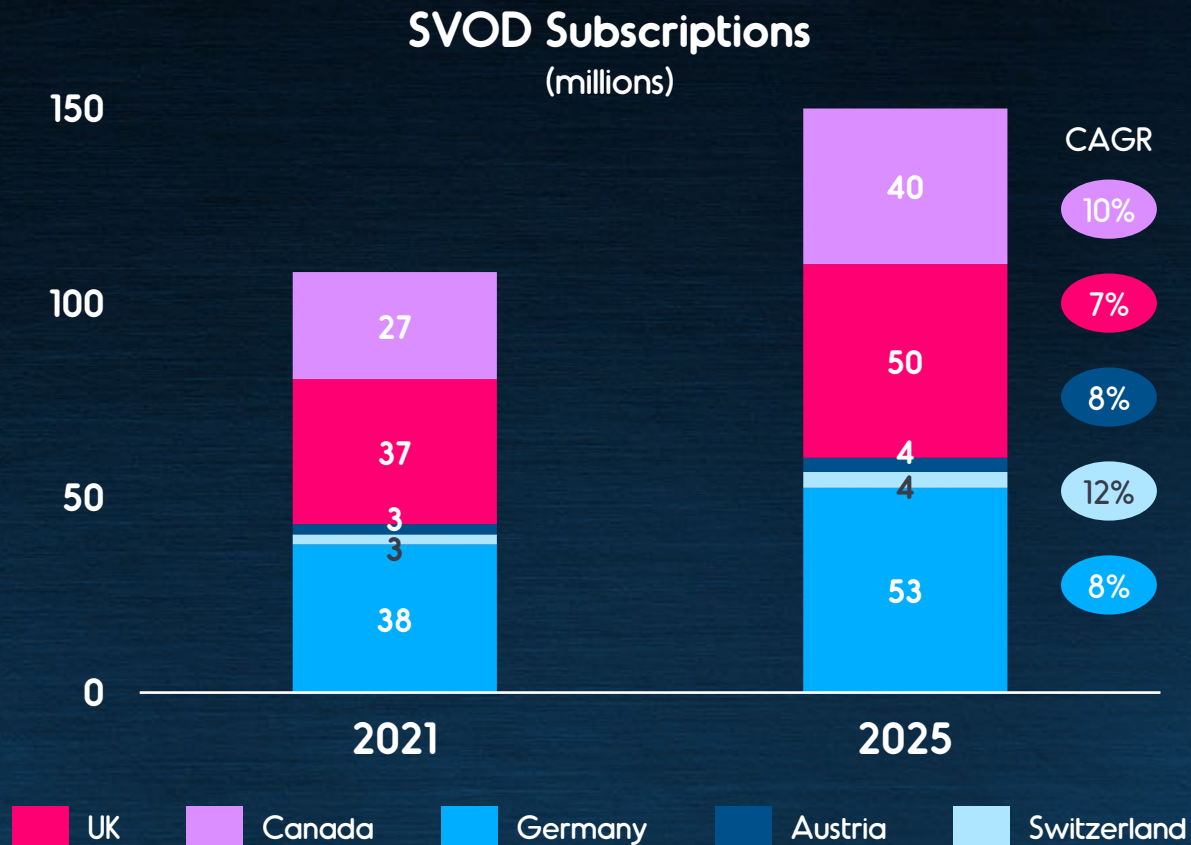


SVOD subscriptions per SVOD household



UK Canada Germany Austria Switzerland

Market profiles





Opportunity in broad distribution

Updated international targets



11

international
markets by
end of 2023

Netherlands & UK first up
during 2022

~6m

subscribers
by end of
2025

~2.2m subscribers by end
of 2022

Accretive
to EBIT in 2025

~SEK 3.8bn of accumulated
EBIT losses to breakeven, of
which ~SEK 1.5bn in 2022

~15%

EBIT margin
in 2026

Targeting
long term margin of 25%